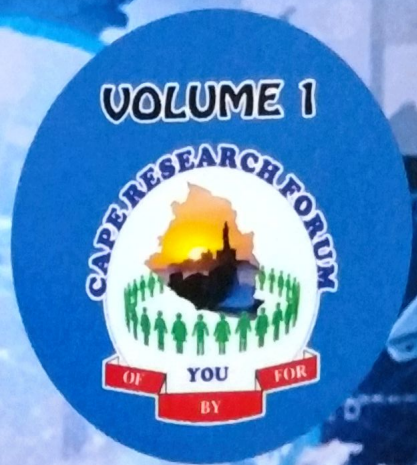


COMMERCE AND MANAGEMENT IN DIGITAL ERA

Dr. C. SUBATHRA

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CUSTOMERS' PERSPECTIVE ON ADOPTION AND USAGE OF INTERNET BANKING

***Dr. RAJASREE .P .S**

Assistant Professor
Department of Commerce
Govt College, Nedumangadu

****Dr. SHIJINA .A .S**

Assistant Professor
Department of Commerce
Mannaniya College of Arts and Science, Pangode

*****SUMA .R**

Associate Professor and HOD
Department of Commerce
Mannaniya College of Arts and Science, Pangode

BSTRACT

The banking sector plays an important role in the economic development of a nation. The Indian banking sector has undergone any positive and significant transformation and development in recent years. The internet banking is changing the banking industry and is having the major effects on banking relationship. Internet banking involves the use of internet for delivering of banking products and services. It enables a customer to perform basic banking transactions through PC or laptop, located anywhere in the globe. The present study is aimed to analyze the usage and role of internet banking among the customers in Thiruvananthapuram district. For this purpose the study made use of both primary and secondary data. The primary data were collected from 100 customers and these are analyzed with the help of statistical tools. The study found that the most of the customers preferred internet banking because of convenience. The customers are highly affected by the network problem. It is recommended that the bank should